

**Edina Art Center Board Meeting
Meeting Minutes
City of Edina, Minnesota
Edina Art Center Studio 14
June 23, 2011
4:30 P.M.**

I. Call to Order

Mr. McCabe called the meeting to order at 4:32 pm

II. Roll Call

Members Present: Bill McCabe, Ruth Valgema, Dana Lappin, Hafeed Bouassida, Renee Usem, John Swon

Members Absent: Maria DePesa, Barbara LaValleur, Thomas Raeuchle, Colin Nelson, Thea Zerbe

Staff Present: Diana Hedges, Phil Johnson, Michael Frey

III. Approval of Meeting Agenda

Mr. McCabe stated agenda is approved by consensus.

IV. Adoption of Consent Agenda

A. Approval of Minutes

The minutes as distributed are approved by consensus.

V. Community Comment

No members of the community were present, only board & staff.

VI. Reports

A. Edina Public Art Committee Report

Ms. Valgema reported for the Edina Public Art Committee. The Promenade Exhibition Opening Reception on June 15, 2011 at Pinstripes was a big success. Special thanks went to Board member Dana Lappin and Pinstripes for a great room with balcony and a view of the Pinecone by artist Marcia McEachron. Ms. Hedges mentioned a special thanks to Lois Ring for her coordination of the event.

Ms. Valgema reported on an issue of sales of photography of sculptures by another artist and the legal ramifications. A photograph by Ms. LaValleur at the event prompted the discussion. Mr. Bouassida commented that the issue was not relevant to the Edina Art Center Board.

The Veterans Memorial Committee met on Friday, June 17 to discuss the entries for the focal point sculpture in Utley Park. The EPAC was represented by Naomi Griffith, Michael Frey and Diana Hedges. The EPAC created a poster board for each of the 13 artists with their proposals, resumes and samples of previous work for the Veterans Memorial Committee to review. The Veterans Memorial Committee voted on the artists and selected four finalists. The artists will be interviewed by John Keprios and members of the Veterans Memorial Committee in addition to Bob Kost, the architect for the project.

The EPAC voted unanimously to approve of Pat Beaver as a new member of EPAC.

There was a brief discussion of references or resumes being provided by individuals wanting to join committees if the Board does not know the individual and needs information to make a recommendation.

Ms. Valgemaie MOVED THE EDINA ART CENTER BOARD APPROVE PAT BEAVER AS A MEMBER OF EPAC. Mr. Swon SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

B. Edina Film Festival

Mr. Swon reported on the Edina Film Festival. Over 50 companies, organizations and individuals had been contacted and the response has been positive. Donors had commented that the current economic situation leads to smaller donations. The biggest expense and least negotiable was the Landmark Cinema. Rent is \$700 for a two hour time block and an additional \$150 daily marquee rental fee.

A hotline phone 612-564-5491 for the Edina Film Festival had been created in addition to the domain names <http://www.edinafilmfestival.org> and <http://www.edinafilmfestival.com>. A website is in the process of being created as well as part of an in-kind donation. \$500 of in-kind donations had been received.

Mr. Swon reported an extensive list of names and organizations as contacts for the event and detailed the type of support to be received such as media sponsorship, advertising and promotion, in-kind donations and financial support.

Mr. McCabe asked Mr. Swon if he had a timeframe for a go/no go decision, stating the time seemed to be getting short for an event scheduled in October. Mr. Swon replied that several key accomplishments were still possible in the next months. He believed that publicity could effectively start as late as early September with few negative effects.

Ms. Hedges asked for specific information about the event such as the date(s) of the festival, times, and films being shown. Ms. Hedges stated her comment is prompted by lead time for advertising for the event, and added that she and the Art Center staff were being asked for details for this event. Due to the lack of communication they had nothing to tell people making the inquiries. She asked that, at a minimum, she be copied on e-mails and other communications between Film Festival committee members. Mr. Swon stated he would see that was done.

C. Members' Juried Show

Ms. Usem reported that the Juried Show committee had been meeting every other week since February. She distributed the 2011 Juried Show Schedule, a timeline document with monthly goals and accomplishments prior to the Juried Show in September. A recent

innovative achievement was a hand-delivered gift bag to past sponsors and donors. The bag contained small art related items designed to grab attention and motivate the recipient to contribute again. Ms. Usem and committee members had already received positive feedback from some of the recipients saying this approach was much better than the type of routine appeal letters they receive from other groups.

The cost of this appeal to donors is very modest. Ms. Usem and committee members paid for the gift bags and items in the bags. Ms. Valgema commented that committee members were very enthusiastic and had fun working on the Juried Show preparations.

Mr. Bouassida asked if the judges were on board. Ms. Usem replied that the judges were selected, and the names had been presented at the May 2011 Board meeting. The judges looked forward to participating in the event. In addition Ms. Usem stated that a \$2,500 donation from Northmarq Real Estate Services had been promised.

D. Long Range Planning Committee

Mr. McCabe reported that the Long Range Planning committee had not met. A report would be continued to the next Board meeting.

E. Membership

Ms. Lappin reported progress on reconciling and updating membership lists. Statistics were still being compiled and a demographic breakdown will be available at the next Board meeting. Ms. Lappin reminded Board members of her request and challenge to each Board member to recruit five new members. She reminded Board members to carry the packet of membership cards and memberships benefits. Several of the Board members had not received the cards and they were provided. Ms. Usem asked if the cards should be marked with some sort of tracking code so Board members would be credited with their recruiting results. Ms. Valgema and Ms. Lappin suggested each member put their initials on the card before distribution.

F. EAC By-Laws

Mr. McCabe stated the subject of updated EAC By-Laws must be continued to a future Board meeting because ordinances and by-laws for all City of Edina commissions and boards were being reviewed by the City Council with the intent to issue guidelines for these documents.

VII. Correspondence and Petitions

Mr. McCabe stated there was no correspondence needing the Board's attention.

VIII. Chair and Board Member Comments

Mr. McCabe asked if there were Board member comments. No comments voiced.

IX. Staff Comments

A. Director's Report

Ms. Hedges reported that Park and Recreation Director John Keprios had undergone knee replacement surgery and was reported to be recuperating well. He will be off work through the month of July.

Ms. Hedges requested written reports from Board members prior to the monthly board meetings. Written reports are to be sent by e-mail to Mr. Frey with a copy to Ms. Hedges.

Ms. Hedges reported the MN Mosaic Guild opening would be held Thursday, June 30th, 2011 from 5-8 pm and also distributed a list of Gallery shows for the 2011-2012 calendar years.

Mr. Johnson reported that the City Council approved a policy which included quarterly filming (video) and broadcasting of meetings of the Transportation Committee and Park Board. Other board (i.e. Edina Art Center Board) and committee meetings will be filmed and broadcast once a year. The individual boards and committees can elect to make a presentation rather than film a regular meeting format. The filming must be done in Council chambers since that is where the video and audio equipment is located.

Mr. McCabe commented that his understanding was that the presentation might take the form of a year-end report to the public about the boards' activities and accomplishments for the year. Several Board members commented that this was a very positive development for better communications to the citizens of Edina.

X. Adjournment

The meeting was adjourned by the Chair at 5:25 pm.

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or anything else, please call 952-927-8861 72 hours in advance of the meeting.